

## ABSTRACT

General electronic program information described on a general level and individual electronic program information described on an individual level are prepared according to 5 electronic program information of a channel service of a broadcast service enterpriser for each channel service according to electronic program information detailed degree setting information. The electronic program information detailed degree setting information indicates a detailed 10 degree for contents of the individual electronic program information described on the individual level and a detailed degree for contents of the general electronic program information described on the general level. The general level corresponds to a low detailed degree, and the individual level 15 corresponds to a high detailed degree. One piece of individual electronic program information of a particular channel service and pieces of general electronic program information of channel services other than the particular channel service are multiplexed and transmitted to each viewer. Accordingly, the 20 general electronic program information and the individual electronic program information can be transmitted while effectively using a data transmission band.